

**Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington, D.C. 20554**

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**FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF SECRETARY**

In the Matter of)

Advanced Television Systems)
and Their Impact upon the)
Existing Television Broadcast)
Service)

MM Docket No. 87-268

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**MOTION OF THE EIA/ATV COMMITTEE
FOR EXTENSION OF TIME**

The Advanced Television Committee of the Electronic Industries Association ("EIA/ATV Committee"), pursuant to Section 1.46 of the Commission's rules, hereby requests that the time for filing comments and reply comments in the above-captioned proceeding be extended by two weeks. More specifically, the EIA/ATV Committee requests that the due date for comments and reply comments be extended from October 18 and December 4, 1995, respectively, to November 1, 1995 and December 18, 1995, respectively.¹ In support of this request, the EIA/ATV Committee states as follows:

1. EIA is the principal trade association of the consumer electronics industry. In that role, EIA has formed the EIA/ATV Committee to promote dialogue and consensus on the many technical questions surrounding the implementation of advanced television ("ATV"). One of the EIA/ATV Committee's primary goals is to help ensure that the transition from today's NTSC environment to tomorrow's world of ATV is as smooth and trouble-free as

¹ See *Fourth Further Notice of Proposed Rulemaking and Third Notice of Inquiry*, MM Docket No. 87-268, at ¶ 89 (released Aug. 9, 1995) [hereinafter "*Further Notice*"].

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possible for consumers. Although the EIA/ATV Committee is sponsored by EIA, its membership is not limited to EIA member companies. Members of the Committee include a wide variety of interests beyond manufacturers of consumer electronics, such as cable, satellite, and other equipment manufacturers, as well as providers of video delivery services. All of the members of the HDTV Grand Alliance belong to the EIA/ATV Committee.²

2. The EIA/ATV Committee is mindful that requests for extension of time are not routinely granted. *See* 47 C.F.R. § 1.46(a) (1994). This proceeding, however, is far from routine. The advent of ATV will radically alter the production, transmission, reception, and display of video programming. Entire industries may be profoundly changed, and the effects of the Commission's public policy decisions will be felt by literally hundreds of millions of citizens for decades to come. As Chairman Hundt has indicated, "this is an immensely important proceeding."³ Because of recent developments, the Commission has appropriately issued its *Further Notice* to solicit comment on a broad range of challenging issues relating to various aspects of ATV. These issues include such matters as eligibility for ATV broadcast licenses, construction and simulcasting requirements, the possible recovery of spectrum used for NTSC broadcasting, and receiver capabilities.

3. The EIA/ATV Committee is requesting an extension of time because the current due date for comments coincides with EIA's annual conference, which will be held on October 16-18, 1995 in Scottsdale, Arizona. The EIA/ATV Committee is scheduled to hold

² The members of the EIA/ATV Committee are listed on the attachment to this motion.

³ Statement of Reed E. Hundt, Chairman, Federal Communications Commission accompanying release of *Further Notice*, at 1 (released Aug. 9, 1995).

its next full meeting at that EIA conference. This meeting, because it requires so many people to coordinate their schedules, was planned many months before the Commission adopted and released its *Further Notice*. It also will be the first meeting of the full Committee since the Commission released the *Further Notice* on August 9, 1995. Although the EIA/ATV Committee is now in the process of developing a response to the *Further Notice*, the requested extension will enable the Committee to address any remaining differences among its members and to finalize its position with respect to issues raised by the *Further Notice*. In the past, these meetings have proven to be extremely valuable in this regard.


4. The Commission and the public will clearly benefit if the comments in this proceeding reflect the broad intra- and inter-industry consensus which the EIA/ATV Committee seeks to develop. By contrast, no party will be prejudiced by a grant of the brief extension of time requested. Indeed, it is likely that other parties will likewise benefit from additional time within which to develop and articulate their views.

Wherefore, the EIA/ATV Committee respectfully requests that the Commission extend the dates for filing comments and reply comments in this proceeding until November 1 and December 18, 1995, respectively.

Respectfully submitted,

ATV COMMITTEE
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September 21, 1995

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AMP Inc.
AT&T
AVX Corporation
Belden
Bellcore
BMC Mask Operations
Bowman, Inc.
Cable Television Labs
Chaseman Enterprises International
Corning, Inc.
Echelon Corporation
Emerson Radio Corporation
Faxcast USA Inc.
Fiber Options, Inc.
G.P.S. Standard USA
General Electric Co.
General Instrument Corp.
Great! American Oak
GTE Corporation
Harris Corp.
HDTV Newsletter
Hitachi Home Electronics
Hughes Network Systems, Inc.
IBM Corporation
ITT Corporation
Joseph Audio
Link International
Magnascreen Corp.
Matsushita Electric Corp.
Mitsubishi Consumer Electronics America
Mobile Video Products
Motorola, Inc.

NEC Technologies, Inc.
NHK Enterprises America, Inc.
Panasonic Company
Philips Consumer Electronics
Philips Electronics N.A. Corp.
Polaroid Corp.
Protelcon Inc.
Regal Tech.
RF Link Technology, Inc.
Scientific-Atlanta, Inc.
Sharp Electronics Corp.
Sony Electronics, Inc.
Thomas Electronics, Inc.
Thomson Consumer Electronics
Toshiba America Consumer Products
TRW, Inc.
University of Houston
Vidikron of America, Inc.
Watkins-Johnson Company
Wireworld by David Salz, Inc.
XLO Electric Company
Zenith Electronics Corporation

CERTIFICATE OF SERVICE

I, Marc Berejka, do hereby certify that on this 21st day of September, 1995, I have caused a copy of the foregoing to be served via hand delivery upon the persons listed below.


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